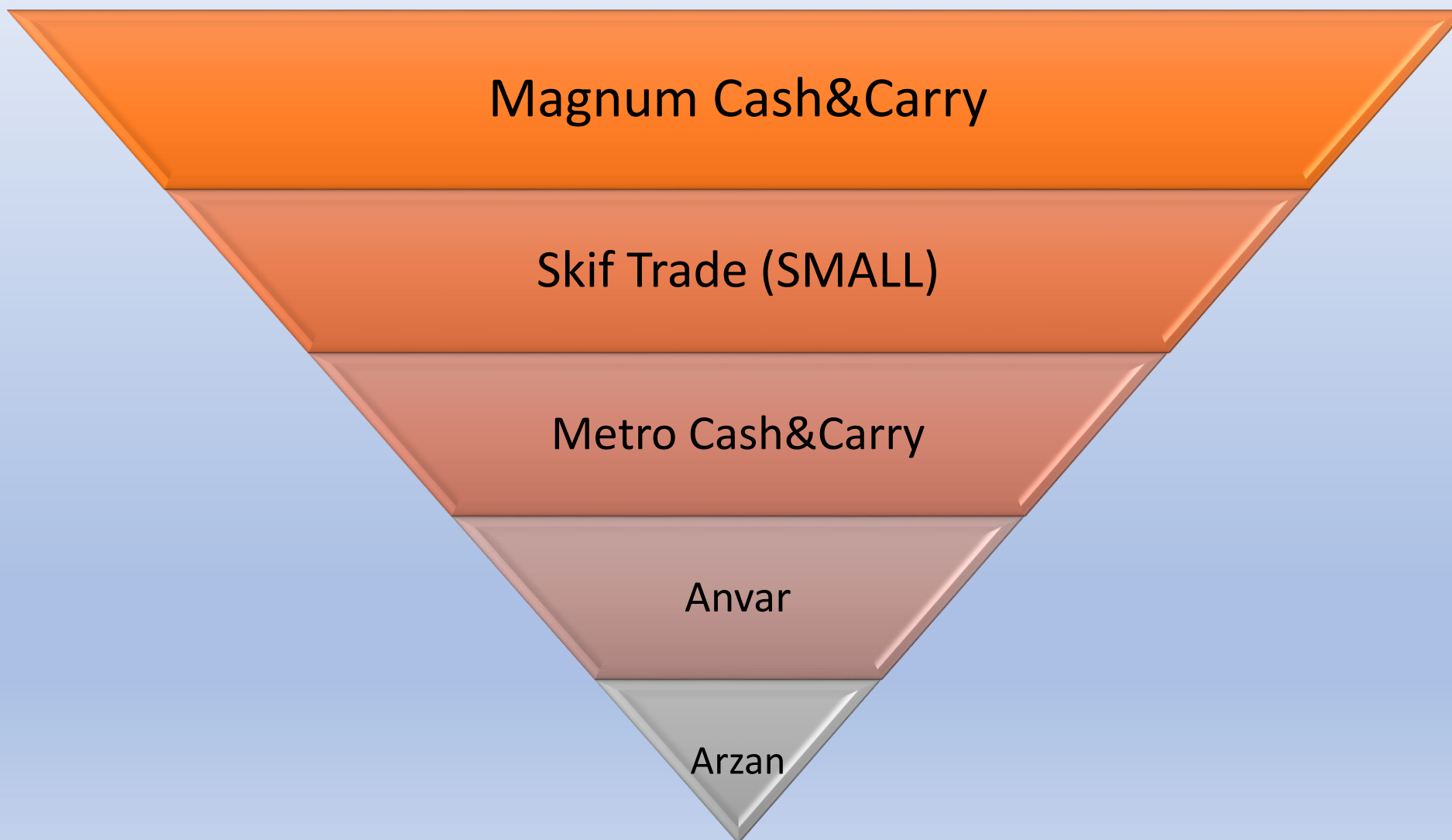


PRIVÁTNÍ ZNAČKY ve vybraných zemích

ARTYOM LUKASHOV

Zahraniční expert ČR pro zemědělství a potravinářství
v Kazachstánu

Top 5 FMCG retailers in Kazakhstan (2021)



Private labels on the market



METRO



magnum
cash & carry

Properties of the retail market and private labels

- Kazakhstan is the most economically developed country in the Central Asian region, but has a low population density. This factor is a deterrent and makes the Kazakhstan market unpromising in the eyes of international retailers.
- Products of the own brand category are sold in the amount of about 1% of total sales (categories of goods with low brand activity, where price is the main factor in making a decision: groceries, butter, sugar, salt, and some hygiene products.);
- According to the NielsenQ research agency, the top 5 most purchased STM products in the Republic of Kazakhstan in 2021 were: toilet paper, pasta, cookies, tea, canned vegetables;
- A limiting factor in the growth of private label in Kazakhstani networks is the small number of outlets managed by the networks;
- The traditional buying habit of taking only the known (orientation towards a culture of conspicuous consumption);
- There is a positive growth in sales of STM products in the country;
- Domestic consumers tend to choose cheaper products;
- **The possibility of participation of Czech companies in the formation of the market of such products directly depends on the competitiveness of prices on their raw materials and the possible use of their own experience**

Kontaktní informace

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Děkuji za Vaši pozornost!